

## PROGRAM

### 1961 INTERCOLLEGIATE BROADCASTING SYSTEM NATIONAL CONVENTION

APRIL 22, CARNEGIE INSTITUTE OF TECHNOLOGY, PITTSBURGH

- 8:00 - 10:30 Registration, Coffee, Tours of WRCT room 46  
Exhibits of equipment and manufacturers reps room 46
- 9:45 - 11:45 *Panel Room*  
*Tour of WVC*  
Session A1 - Frequency Modulation for Colleges: room 40  
Securing the FM Station Licence,  
Charles E. Quigley, Director, IBS FM Department  
Programming to the FM Listener,  
Edgar L. Richards, Mgr. WGTB-FM, IBS Capital Region Dir.
- Session A2 - Carrier Current Engineering I: room 45  
System Requirement Considerations,  
Wm. R. Malone, IBS Engineering Manager  
RF Energy Distribution and Coupling Problems,  
Richard Patyka, WRCT Engineering Staff
- Session A3 - Advertising Time on the Campus Station: room 54  
Representation for National Advertising,  
Robt. R. Vance, Jr., Pres., College Radio Corp.  
Successful Development of Local Sales,  
Chas. E. Stuart, Treas. & Sales Mgr., WOHI & WOHI-FM
- Session A4 - Effective Newscasting: room 55  
Local Production (including writing & presentation),  
John R. Bulack, Jr., WRTI & WRTI-FM, Mid-Atlantic Reg. Dir.  
Sources and Means for Gathering the News,  
Chas. D. Conrad, WMMC, Midwest Regional Director
- Session A5 - Production Techniques; WRCT studio  
Glenn Tryon, WRCT staff
- 12:00 - 1:45 IBS Luncheon (reservation only) *Mary's and/or Commons* Faculty Dining Room  
{ Welcoming Address - George Abraham, Chmn. IBS Board of Directors  
Keynote Address - Dominic Quinn, Program Director, KDKA & KDKA-FM
- 2:00 - 3:15 Session B - The General Session - *Sprague Hall* Faculty Dining Room  
Introduction of IBS Officers and IBS Regional Directors.  
Presentation of 1961 Program Award and other awards.  
For the Advancement of College Radio, a seminar.

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- 3:30 - 5:30      Session C1 - Programming for the Campus:      room 40  
                     The Establishment of a Station Personality,  
                     Richard A. Kalaher, WRUC, IBS Empire Region Director.  
                     Conduct and Evaluation of Listenership Surveys,  
                     Thomas Bletcher, WRAR, IBS Great Lakes Region Director.
- Session C2 - Carrier Current Engineering II:      room 45  
                     WXPN Sub-Carrier Transmission Techniques,  
                     Henry Longley, WXPN, Engineering Staff.  
                     High Efficiency Modulation Procedures,  
                     Richard Patyka, WRCT Engineering Staff.
- Session C3 - Station Business Operations:      room 54  
                     Financial Problems and Accounting Methods,  
                     Craig Smith, WRUC Business Manager.  
                     Purchasing for Optimum Returns,  
                     Joseph D. Conns, Pres. & Gen. Mgr., WOHI & WOHI-FM.
- Session C4 - Public Relations and Station Promotion:      room 55  
                     Program Guides and Brochures,  
                     Securing and Holding High Listenership,  
                     John B. Pegram, Editor, IBS NEWSLETTER.
- 7:00 - 9:00      Session D1 - Station Operations, a seminar and discussion: WRCT studio  
                     Manager Paul Pearson and staff of WRCT.
- Session D2 - IBS Staff Meeting:      room 55  
                     A meeting of Regional & National Staff members of  
                     the Intercollegiate Broadcasting.  
                     (closed meeting)

The 1961 Intercollegiate Broadcasting System National Convention .....

Host Station: WRCT, Skibo Student Center, Carnegie Institute of Technology,  
                     Paul A. Pearson, Manager, Bert Gibbons, Program Director  
                     and Chairman of the Local Committee.

IBS Meeting Committee: Richard H. Crompton, Vice Pres. & Treasurer,  
                     Chairman of the Committee, William R. Malone, Engineering  
                     Manager, John B. Pegram, IBS NEWSLETTER Editor,  
                     David W. Borst, IBS President & ex-officio Chairman.